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United States Patent and Trademark Office  
Commissioners for Patents  
P.O. Box 1450  
Alexandra  
Virginia  
22313-1450

27 February 2005

Dear Mr. Perez-Daple,

Re: US Patent Application No. 09/701,861

With regards to your letter and objections dated 12/3/2004, I would like to submit my response and hopefully persuasively arguing that my invention is patentably distinguishable from the prior art and also amend the claims to patentably distinguish them over prior art.

In the first instance I would like to apologize for any confusion caused by my submitting claim 1 in the form of a "Jepson Claim" containing a preamble of known prior art.

New Claim 1 is directed towards a system for transferring or requesting data via a communication network utilising a data carrier reader that contains the means within itself to activate a communication link program in an attached computing device to enable forming a communication link to a server location and also transfer additional data after a communication link is established. Basis for amended claims may be found, for example on (page 11 line 24 to page 12 line 17), and on (page 14 line 20 to page 15 line 6), and on (page 16 line 7 to line 20) and on (page 17 line 6 to line 15) of the description as filed.

- Item 5. The enclosed Attachment 1, is intended to bring into conformity the description document by including prior art in the Information Disclosure Statement, include Specification headings and discuss the prior art as referenced by the EC Patent Office. The listed prior art was cited in the original EC search report and US search report.
- Item 6. Therefore, Attachment 1. is intended to replace the original description document (Page 1 line 1 to Page 4 line 15).
- Item 7. Claim has been amended to conform.
- Item 8. All previous claims have been replaced by new amended claims.
- Item 9. A data carrier reader that contains the means within itself to open a communication program to facilitate data carrier data.

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- Item 10. All claims amended
- Item 11. All claims amended to conform and remove deficiencies
- 5 Item 12. Claim has been amended
- Item 13. Claim has been amended
- 10 Item 14. I submit that my inventive process was not previously discussed in prior art, and I listed the US on my PCT document with an original priority date of 6/3/98.
- 15 Item 15. Reber US 5,938,726. discusses a method of placing address data on a data carrier to be read by a data carrier reader. However, no where in the patent does it discuss the data carrier reader as having the means to action a program in a related or combined unit.
- 20 Item 16. This item is the most relevant to the Jepson Claims preamble of known prior art by the inventor. These claims have all been amended to bring the claims into conformity by excluding the Jepson usage.
- Item 17. Reber does not disclose a data carrier reader that not only determines what to send but what program to use.
- 25 Item 18. Reber does not discuss a data carrier reader that makes the decision of whether to transmit or not.
- Item 19. Hertz, US 5,754,938. Discusses in great length server data basics that allow saving personal data for access according to habits and usage. However, these data basics are pre setup by the individual online and ongoing mapping of individual habits and does not use a data carrier to access them nor do they enable an individual who has just purchased a data carrier to use it without any previous contact with the server.
- 30
- 35 Item 20. I refer to my previous rebuttal of Hertz.
- Item 21. As previously discussed a data carrier reader containing the means within itself to cause a server to update the account data without any prior knowledge of who is using it or having previously submitted data to be updated by use of the data on the data carrier is what is claimed.
- 40
- 45 Item 22. Quote; from Reber (col. 5, lines 21-30) "Generally, the machine-readable data 16 can include instructions which direct the network access apparatus to execute any combination of ; a predetermined client routine. E.g. a predetermined Internet browser routine) The difference between Reber and my claim is my inventive process does not require any instruction data on the data carrier and the predetermined action is performed by the data carrier reader and not the computing device as discussed by Reber.

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5 Item 24. Reber, discusses a network navigation device that gives instructions to network access apparatus to access an electronic network, separate to the data carrier reader.

10 Item 25. Reber, discusses an apparatus as built within itself the ability to navigate the Internet (data reader 174, Fig.12; Fig. 14.) Quote " the user squeezes the touchpad 236 to activate the data reader ) As previously discussed no other action is required other than presenting the data carrier to the data carrier reader for the reader to activate a built in or attached communication program in the inventive process I have sort

15 With regards to the additional prior art sited Kirsch, Steven T. US -5,751,956 A The patent deals with server side hyper-linking of URLs and the requesting there of, no mention is given to data carrier readers or data carriers containing address data.

20 Knowes, Carl Hendry, US-5,905,251 A. Discusses the use of bar code readers reading URL data to access web sites on the Internet . No discussion of a reader containing the means to determine which communication program to access according to data carrier data or the means of the data reader to transmit additional data after a connection has been made.

25 Reber, US-5,902,353, and Reber, US 5-940,595 As previously discussed As ball relate to Electronic network navigation devices by use of machine readable data read by a data carrier reader that requires a program to be open to receive the data.

30 The preceding response to your objections and amended claims form the bases for requesting your re-evaluation of my application.

Thank you for your consideration.

40 Yours sincerely  
Robert Kaplan  
Robert Kaplan  
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44 208 209 0210

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BY FAX TO 703 872-9306

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**Re: US Patent Application No. 09/701,861**

**Attachment 1,**

**The following Description (Page 1 line 1 to Page 4 line 15) are deleted**

5 **DELETE:**

METHOD AND APPARATUS FOR ACCESSING WEB SITES VIA THE  
INTERNET

10 The present invention relates to an information transfer system. In particular the present invention relates to novel methods and apparatus for facilitating the transfer of information from Internet web sites to other computer terminals.

15 In recent times the amount of information available and the number of available sources of information has increased dramatically. A problem with the increasing volume of information and sources of information is that it is now difficult for information providers to direct individuals to obtain relevant information from them.

20 In particular, one source of information which has grown dramatically in recent years are web sites on the Internet. Although to a certain extent search engine programs automate the process of searching for web sites, the success of a search engine program is dependent upon the key words used for a search. If the key words are insufficiently specific too many candidate web sites will be returned and the number of pages to be considered will not be reduced to manageable proportions. If the search criteria are overly  
25 specific, sites of interest may not be found.

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The present invention aims to provide a information transfer system for facilitating the retrieval of information from predetermined server locations via the Internet.

In accordance with one aspect of the present invention, there is  
5 provided a computer network addressing system for accessing a web site, the system comprising reading means for reading address data from a document; interpretation means for interpreting address data read by said reading means; and linking means for forming a communication link to a web site, said linking means forming said communication link based upon  
10 said address data as interpreted by said interpretation means.

In a further aspect the present invention provides an information retrieval system by which individuals are directed towards relevant information through the distribution of documents having address data recorded thereon. The document could be for example an advertising leaflet  
15 or magazine or other periodical. When individuals are in possession of such documents they can obtain relevant information by causing the address data recorded on a data carrier to be read by a reader which causes a browser program to access a corresponding web site

In accordance with another aspect of the present invention there is  
20 provided a computer apparatus for obtaining information, said apparatus comprising: a reading device for reading address data from a document and a computer having a browser stored therein for creating a communication link on the basis of reading address data.

Embodiments of the present invention will be described by way of  
25 example with reference to the accompanying drawings, in which:

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Figure 1 is a block diagram for illustrating an information transfer system in accordance with the present invention;

Figure 2 is a schematic diagram illustrating a leaflet having a swipe card attached; Figure 3 is a schematic diagram of a swipe card;

5 Figure 4 is a schematic diagram of an addressing system in accordance with an embodiment of the present invention;

Figure 5 is a block diagram of the card reader of Figure 1;

Figure 6 is a flow diagram of the control program of the reading device of Figure 4;

10 Figure 7 is a block diagram of the memory of the computer of Figure 4;

Figures 8A and 8B are flow diagrams for explaining the flow of control of the computer programs stored in the computer of Figure 4;

Figure 9 is a schematic diagram of a computer network;

15 Figure 10 is a flow diagram of the flow of control of apparatus in accordance with a second embodiment of the present invention;

Figure 11 is a flow diagram of the flow of control of apparatus in accordance with a third embodiment of the present invention;

Figure 12 is a schematic diagram illustrating a document having a detachable swipe card; and

20 Figure 13 is a schematic diagram of a magazine with an associated swipe card.

Figure 1 is a block diagram of a system for facilitating the transfer of information from the web sites of advertisers such as companies or other organisations to others such as individuals who may be interested in products and services offered.

end

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New description replaces deleted section please insert the following:

**NEW:**

TITLE OF INVENTION

5 METHOD AND APPARATUS FOR ACCESSING WEB SITES VIA THE  
INTERNET

CROSS-REFERENCE TO RELATED APPLICATION "Not Applicable"  
STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH  
OR DEVELOPMENT "Not Applicable"

10 INCORPORATION-BY-REFERENCE OF MATERIAL SUBMITTED ON  
A COMPACT DISC "Not Applicable"

INFORMATION DISCLOSURE STATEMENT

1	EP0837 406 A2	Symbol Technologies Inc	8/1/97
15	2	EP 0697793 A2 AT&T Corp	8/2/95
	3	WO 98/20411 A1 Neomedia Technologies Inc	11/8/96
	4	WO 98/03923A1 Ernistine LLC	7/21/96
	5	WO 97/37319 A1 IBM Corp	4/2/96
	6	WO96/31826 A1 Higley	
20	7	US5331547 Clinical Multiphase Research Inc	1/29/93
	8	US-5288976 Nynex Corp	
		7/15/91	
	9	US-5804803 IBM Corp	
	10	WO980655 A1 Rappaport, Jeffrey Alan	5/14/98
25	11	US-5281799 A McIntire, Harley J EtAl	1/25/94
	12	US-5938726 A Reber William; Perttunen Cary D	8/17/99

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13	US-5754938	Hertz etal	05/98
14	US-5902353 A	Reber etal	05/99
15	US-905251 A	Knowes, Carl Harry	05/99
16	US-5751956 A	Kirsch, Steven T.	05/98

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## FIELD OF INVENTION

The present invention relates to an information transfer system. In particular the present invention relates to novel methods and apparatus for facilitating the transfer of information from Internet web sites to other computer terminals.

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## BACKGROUND OF INVENTION

In recent times the amount of information available and the number of available sources of information has increased dramatically. A problem with the increasing volume of information and sources of information is that it is now difficult for information providers to direct individuals to obtain relevant information from them.

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In particular, one source of information which has grown dramatically in recent years are web sites on the Internet. Although to a certain extent search engine programs automate the process of searching for web sites, the success of a search engine program is dependent upon the key words used for a search. If the key words are insufficiently specific too many candidate web sites will be returned and the number of pages to be considered will not be reduced to manageable proportions. If the search criteria are overly specific, sites of interest may not be found.

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It is of course possible for web site address data to appear on a printed document such as described in W09820411 A (Neomedia Technologies Inc) 14/5/1998, which relates to a machine readable printed document used for clients to access server locations on the Internet by scanning a printed document which has a bar code printed on it, the bar code contains an executable command and a launch command instruction included in the bar code data to instruct the connected computer to launch the required program needed to facilitate the requirements of the data on the bar code. In another version of using a printed document containing server address data WO 98 06055 A (Rapaport Jeffrey Alan; Rapaport Seymour Alvin (US)) 12/2/1998, relates to a way to access server locations using bar codes that contain URL's that are scanned by a bar code reader to a pre-opened direct scan software program or menu scan software program in a connected computer that takes over and transfers the date to a browser. Wherein one contains instruction data placed on the bar code the other uses a pre opened software program in a connected computer to receive the bar code data used to activate any required programs to facilitate using the information on the bar codes, they both also use bar codes to promote a company's web site, by example, an advert for a company will often include reference to that company's web site. However, this can be unsatisfactory from the company's viewpoint as a user is required to type in the web address manually in order to view the web site. The necessity of manual input decreases the chance that anyone viewing the advert will actually visit the web site and also gives rise to the possibility that the address may be incorrectly entered, and if any character in the address is entered incorrectly, the web site will not be located. US 5 281 799 A (McIntire Harley J Et AL) 25/1/1994, relates to a system for placing data

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onto a data carrier that itself is placed within a cavity on a document for printing, encoding and distributing as a flat document and also to enable stacking documents with a data carrier attached by glue. This process relates to the printing and encoding of data cards with both magnetic stripe and also  
5 bar codes for distribution to selected groups and presents a unique way for processing and assemble of data carrier cards that may be used by the discussed prior art and indeed by the present invention when recording data onto a data carrier.

A further problem arising with the growth of the Internet is that at times  
10 of peak use communication can become very slow. The use of direct connection to server locations has provided a solution to the congestion on the Internet. However, this has been achieved only by requiring a user to enter specific data in order to connect directly with a server rather than using the Internet connection generated by a local server which leaves room for  
15 error when entering the required data manually. There is also room for error when entering email addresses for sending email.

The present invention aims to provide an alternative information transfer system for facilitating the retrieval of information from predetermined server locations via the Internet.

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## SUMMARY OF INVENTION

In accordance with the present invention there is provided data on a data carrier and a reader that contains within itself the means to read and interpret the data on a data carrier thereby enabling the determination and  
25 selection of the communication link program to activate by the reader, to transfer the data into, to enable forming a communication link to a server

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location, as recorded on the data carrier and read by the reader. By having a reader that contains the means in itself to activate a communication link program for placing data therein to enable forming a communication link. The added benefits of having a reader that contains a CPU and ROM are that  
5 the reader could be a separate or built into a communication device itself or a device containing a communication link program able to transfer and receive server location data that may be for a web site or for an email location or for a direct connection. One other benefit would be the reduced amount of data required on the data carrier by not requiring any instruction data on the data  
10 carrier.

In a further aspect the present invention provides an information retrieval system by which individuals are directed towards relevant information through the distribution of documents having address data recorded thereon. The document or data carrier could be for example an  
15 advertising leaflet or magazine or other periodical. When individuals are in possession of such data carriers they can obtain relevant information by causing the address data recorded on a data carrier to be read by a reader which causes a browser program to access a corresponding server location. The present invention is only concerned with the use of the data carrier  
20 itself, and the mass distribution and reading of the data on the data carrier by the reader, not the actual production or placing of data on a data carrier.

Embodiments of the present invention will be described by way of example with reference to the accompanying drawings, in which:

## 25 BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

Figure 1 is a block diagram for illustrating an information transfer system in accordance with the present invention;

Figure 2 is a schematic diagram illustrating a leaflet having a swipe card attached; Figure 3 is a schematic diagram of a swipe card;

5 Figure 4 is a schematic diagram of an addressing system in accordance with an embodiment of the present invention;

Figure 5 is a block diagram of the card reader of Figure 1;

Figure 6 is a flow diagram of the control program of the reading device of Figure 4;

10 Figure 7 is a block diagram of the memory of the computer of Figure 4;

Figures 8A and 8B are flow diagrams for explaining the flow of control of the computer programs stored in the computer of Figure 4;

Figure 9 is a schematic diagram of a computer network;

15 Figure 10 is a flow diagram of the flow of control of apparatus in accordance with a second embodiment of the present invention;

Figure 11 is a flow diagram of the flow of control of apparatus in accordance with a third embodiment of the present invention;

Figure 12 is a schematic diagram illustrating a document having a detachable swipe card; and

20 Figure 13 is a schematic diagram of a magazine with an associated swipe card.

#### DETAILED DESCRIPTION OF THE INVENTION

25 Figure 1 is a block diagram of a system for facilitating the transfer of information from the web sites of advertisers such as companies or other

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organisations to others such as individuals who may be interested in products and services offered.

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